

*The Most Beautiful Picture the Hands of Men have ever
Wrought upon the Earth.*

ST. LOUIS and its EXPOSITION



BY
EDMUND S. HOCH
IN NATIONAL MAGAZINE

ST. LOUIS and its EXPOSITION

"Indeed, one can not too much dwell upon the beauty and magnificent extent of the picture of palaces and landscape, including rare water effects and rich effects of light, that is being prepared at the Exposition in St. Louis for the world in 1904. It will far surpass anything heretofore presented or conceived!"



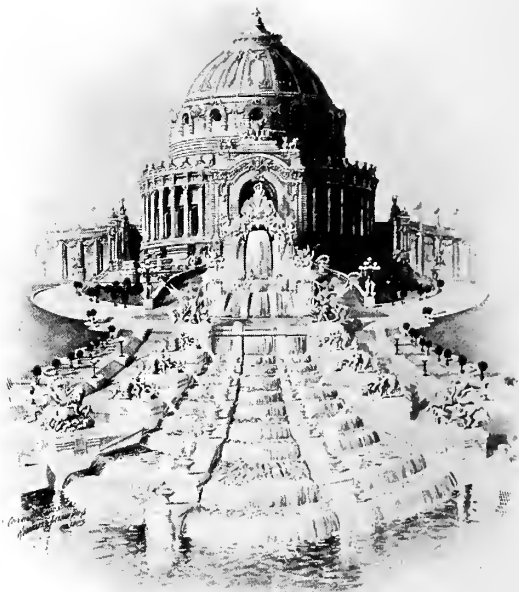
"The more I see of St. Louis, the more I wonder why so little has been heard of the city's virtues, and so much of its faults. I marvel why the magazines and the national periodicals have not taken up this city as an item of public interest, and, by virtue of the existing facts, and in the ordinary pursuit of their function of spreading information, set it right before the world. There is so much material here, so much of general and of extraordinary interest, so many improved methods and institutions, acquaintance with which would be of positive and pronounced benefit to the world!"

"I wish to set myself down here as saying that it will be the most remarkable exhibition, regarded either as a rare architectural panorama or as a classified compendium of the world's achievements, that has ever been created and assembled—and I have seen and carefully inspected the expositions of both Paris and Chicago. I consider that every citizen of this country of sufficient age to travel and understand should see this Exposition, no matter what the cost, as besides being the greatest, it will possibly be the last of its kind."

Cascade Crescent.

“*THE details of this cascade arrangement—cascade crescent it might be better called—the ornate treatment of the cascades proper, the fountains, the terraces, the sloping gardens, the picturesque paths leading up and down along the cascades, the rich crowning colonnade, with its domed setting—form the most beautiful picture of architecture, flowing water and refreshing, flower-set, grass-carpeted landscape that man has ever wrought upon the face of the earth.*

“*At night, when the vari-colored, soft and beautiful tones of light are turned into the water of the cascades and upon the gardens of this rarely beautiful crescent, and reflected in the broad basin and extending lagoons below, and repeated upon the graceful white colonnade, statues and pavilions overlooking, and the imposing white palaces about, the effect which will be produced by this rare creation is really beyond the imagination to contemplate. The public has no idea what is in store for it in the perfection of this rare picture, this beautiful gem, this truly magnificent ‘clou’ of the Exposition. The memory of it will live long in the generation which beholds it, and it will be a fabled tradition among generations to come!*”



FESTIVAL HALL.

"THE EXQUISITE ALTAR OF ART, AT THE FOOT OF WHICH WILL WORSHIP
PILGRIMS FROM ALL THE NATIONS OF THE EARTH "

WOODWARD & TIERNAN PRINTING CO., ST. LOUIS, 1904.

St. Louis and Its Exposition

BY EDMUND S. HOCH

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EDMUND S. HOCH.

Editorial Note, National Magazine.

"In view of its coming Exposition the city of St. Louis is and will be much in the eye of the public. In consideration of this fact, the *National Magazine* has arranged with Mr. Edmund S. Hoch for the preparation of a series of articles on that city and the Exposition. Mr. Hoch's training particularly fits him for work of this nature. He is not only a journalist of cosmopolitan experience, but is also a sociologist, and is especially a student of large cities, having spent the last ten years in residence in and investigation of the principal municipal centers of America and Europe. He was an attache of the United States Commission to the Paris Exposition of 1900, and upon returning to this country contributed largely to the preparation of the excellent and extensive report made to Congress of that Exposition."

A detailed black and white illustration of the Brooklyn Bridge, showing the massive stone towers, the suspension cables, and the dense cityscape of Manhattan and Brooklyn. The bridge spans a wide body of water, with ships visible in the harbor. The illustration is framed by a decorative border.

ST. LOUIS FROM THE MISSISSIPPI—EADS BRIDGE.

JAN 25 1905
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A Much Maligned Metropolis

BY

EDMUND S. HOCH

(NATIONAL MAGAZINE)

“IT is certainly up to this city to put its advertising man to work!”

This exclamation fell from the lips of a well-known New York engineer, as I walked with him down Broadway, the main retail thoroughfare in St. Louis, the other day. The Easterner, who, by the way, is a graduate of the Massachusetts Institute of Technology, and is now temporarily engaged in St. Louis, was not satisfied with a single expression of opinion. Continuing, after we had crossed the street and stood in front of the famous, gracious, old Southern hotel, he said—I report him scrupulously: “It is a fact that when I was assigned here from the East in April last, I almost refused to come. Positively, I deliberated seriously on making my objections so pointed that they would, if necessary, carry my resignation. I had read and heard so much about St. Louis’ heat and mud and smoke and dust, that I had, impregnated in my mind, a latent but well-defined horror of this place, which the prospect of having to abide here made directly positive. To me, as it is to most people in the East, I am sure, St. Louis was little more than a blot on the map—a crude blot of smoke, mud and

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BROADWAY. MAIN RETAIL THOROUGHFARE.



OLIVE STREET, FROM BROADWAY,

hot weather. Positively, that is the way I regarded it. To-day, I would welcome a permanent connection here. I should like to make my home in St. Louis."

We both looked out, after this recitation, upon the interesting old thoroughfare which stretched out before us, and then up at the autumn day rising and spreading so gloriously above. "And such weather," exclaimed the New Yorker; "did you ever see the like of it?"

I never had, in America.

That morning I had opened my window to the rare air which the night before and the dew and the rising sun had brewed—opened it wide and drawn in great draughts of the freshening, rejuvenating elixir, until I actually felt that I was back in Baden Baden. It was a perfect Spa day. And this was the eleventh of the kind (I had amazingly but accurately noted them) that we had had in unbroken, sunshiny, clear, crisp, ravishing succession. During years of residence in Chicago and New York, I had never experienced such a day. And I had been told on every side to look out for St. Louis weather! The summer that has just passed has been delightful. The fall now gliding with blue and white skies, rare, bracing air and the glorious fall colors, so gracefully over our heads, is indescribably more than that. And St. Louis has, I find upon investigating, an annual record of almost three months of such fall weather!

The more I see of St. Louis, the more I wonder why so little has been heard of the city's virtues, and so much of its faults. I marvel why the magazines and the national periodicals have not taken up this city as an item of public interest and, by virtue of the existing facts, and in the ordinary pursuit of their function of spreading information, set it right before the world. There is so much material here for

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A GROUP OF SKY SCRAPERS.



SEVENTH STREET. FROM MARKET.

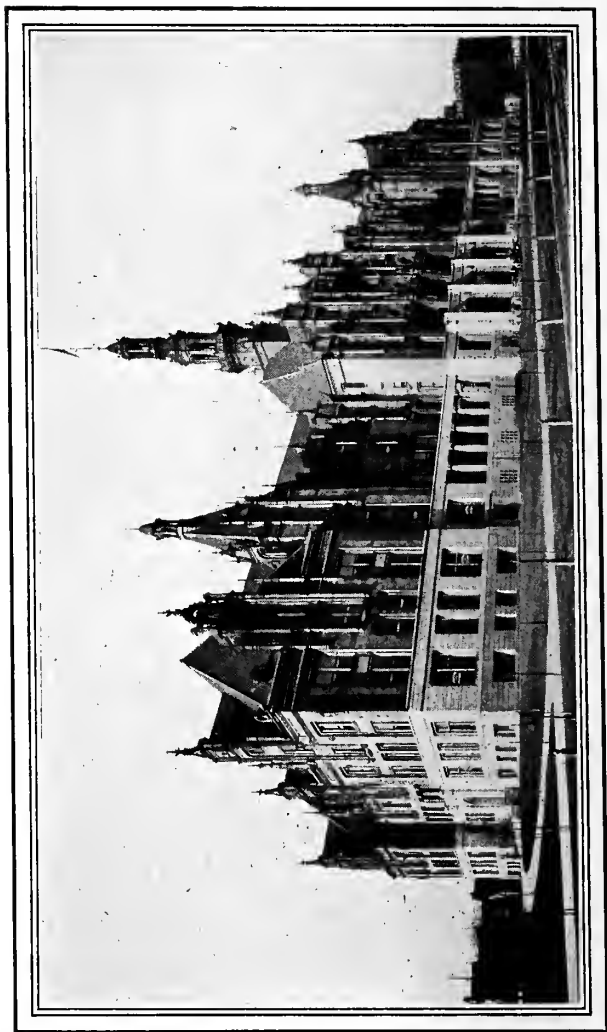
the magazines, so much of general interest and of extraordinary interest, so much suggestion, so many ideas, so many improved methods and institutions, acquaintance with which would be of positive and pronounced benefit to the world, that I find it difficult to understand why the community has been so absolutely neglected—or misrepresented. For misrepresented it really has been by such publicity as the magazines and periodicals have given it. They have applied their space—when vouchsafed to St. Louis at all—to the misfortunes of the city, such as the cyclone of seven years past, reports of which have served to spread abroad the ridiculous impression that visitors to St. Louis are liable to be blown away at any time; and the story of municipal corruption in St. Louis, as note a recent issue of McClure's Magazine, corruption the like of which, and greater, is the story of every community, St. Louis differing from other cities only in the celerity with which it has unmasked and punished its traitors.

The heat of St. Louis, I have discovered, exists, to a considerable degree, in the mind of the outside world. It is indeed, much of a bugaboo. Setting aside the past summer, and the summer of 1902, which were hardly more pleasant at Bar Harbor than here, I have investigated into the heat records of St. Louis and of other cities for the last ten years. I find that the summer of 1901 was really very hot in St. Louis, but that it was, also, intolerably hot elsewhere. During the summer of 1901 I was in Chicago. Three of the hottest days of my life I spent there, in that year, and they were not in succession. They came at separated intervals during the months of July and August, and each was the climax of a particular period of insufferable weather. On each of these occasions, I was absolutely forced to seek refuge on the lake, though without avail, as the lake,

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THE CITY HALL.

overcome by the heat, yielded a muggy, prostrating vapor, almost as oppressive as the atmosphere on shore. And Chicago has the reputation, not without reason, of being a passable summer resort. During each of the periods in question, men and horses dropped on the streets by the score in New York. Other cities suffered proportionately. The year 1901, in fact, brought a heat-scurge summer to the country, a scourge that penetrated and wrought suffering and destruction everywhere—less in St. Louis, in proportion to population, mark the statement, than in any of the other very large cities of the country. The comparison is, indeed, strikingly in favor of St. Louis, as against New York and Chicago. And the same is true for the nine years preceding 1901, according to the heat fatality records, the ultimate standard.

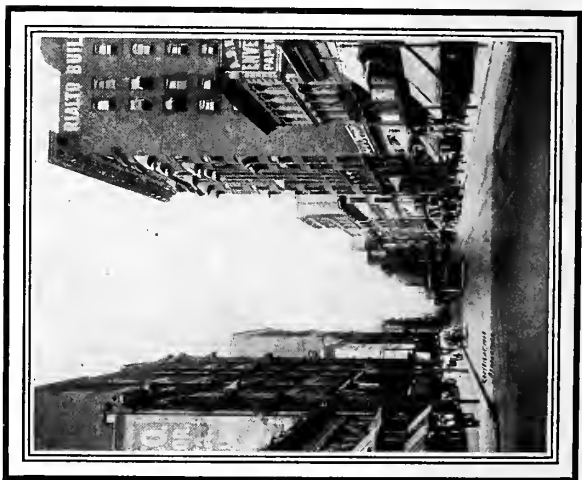
In view of these surprising facts, it would seem that the joke of the Chicago judge who threatened to sentence a chronic Chicago law breaker to spend the summer in St. Louis, if he did not "get good," yields humor from more than one point of view.

The truth of the situation and its explanation is that St. Louis appears to the world to be hotter in summer than it really is. It is a matter of fact that the mercury can go five degrees higher in St. Louis than in New York or Chicago, and still report virtually the same kind of weather in each city, from the endurance point of view. When the telegraph wires carry out to the world the seemingly frying record of 95 degrees in the shade in St. Louis—which they actually do only at rare intervals, the report means, really, what 90 degrees would represent in Chicago, New York or Philadelphia. Humidity supplies the difference of discomfort in the latter cities. St. Louis lies comparatively high, is built on a series of water-shedding ridges, which make the drainage good and quick, and which gives the fresh, cool winds that

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FOURTH ST. NORTH FROM PINE.



OLIVE ST. WEST FROM FOURTH.

blow in from the richly wooded, watered and varied country of Missouri ample opportunity to dispose of the bad vapors that naturally rise from a great city.

The mildly warm climate which surrounds it is, indeed, a benefit and an asset, instead of a detriment to St. Louis. It provides the city with abundant rich, luxuriant plant life. It has, also, filled it with comely women, well worth the energy of man's best ambition—a fundamental fact, felt and reported in the city's splendid progress, and rarely beautiful homes. It, moreover, gives to St. Louis a summer season rich in variety of life, costume, and pleasure gardens, the like of which, satisfying to the sense and to the imagination, is not to be enjoyed in any other city of this country. The summers of St. Louis, finally, bring health to its citizens, as a season of warm weather is essential to the proper growth, order and functions of the human body—far more so than one of cold—a well established natural fact.

St. Louis has smoke, but its smoke is not so painfully apparent as generally supposed. St. Louis is an industrious city. It has factories, many of them, which contribute much to the country's necessities and welfare. St. Louis is not a parasitic city like Washington, the country's discretion, or like New York. It earns what it eats, and, like all who work for a living, it shows some of the grime of labor. In the case of cities, this grime is mostly smoke. But while the smoke is here, it is not what those who have happened in on St. Louis during a rainy, heavy day in midwinter (such days as New York and Chicago have in abundance) consider it, and what, unfortunately, the world, by such and similar evidence, has been led to believe it is. I notice the smoke in St. Louis little more than I did in Chicago, and, like in Chicago, the smoke abatement committees of St. Louis are very actively at work.

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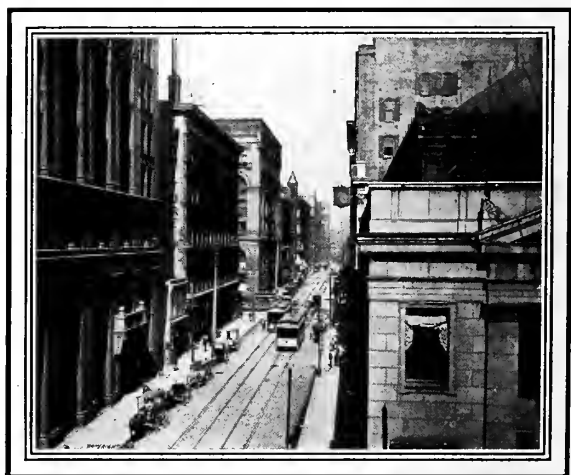
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WASHINGTON AVE. WEST FROM THIRD.



LOCUST ST. WEST FROM FOURTH.

About the streets of St. Louis, which furnish such a general topic of mud, I find that more good than bad may be said. In the first place, the street system of St. Louis is more perfect and satisfying than that of any large city in the world. It is so perfect that the number of each house designates its exact location in relation to any given point in the city. For instance, take the address 5120 Cabanne avenue. The number of this house tells exactly how far it is west of the river (fifty-one blocks), and the name of the street denotes its position north of the line of the city's center.

In the paving of its streets, St. Louis is really no worse off than most other American cities. Its main thoroughfares are well paved with granite blocks, asphalt or brick. On some of the residence avenues a style of park roadway with gravel surface has been preferred, and most happily, as being in better harmony with the park-like arrangement of the homes, set back in spreading lawns, streets and houses hidden by luxuriant trees. Some of these beautiful roadways have been neglected, and show ruts in spots, and others have been imperfectly made and show wear. Again, some of the streets in the newer neighborhoods have not yet been permanently paved, as the city has built out into new territory rapidly. What, ten years ago, was a series of waving corn fields is, today, a succession of residence blocks; showing long streets lined with splendid homes, some of them palatial. It is not an easy matter to follow up this rapid building with permanent, substantial streets, although this has been done to an extraordinary degree.

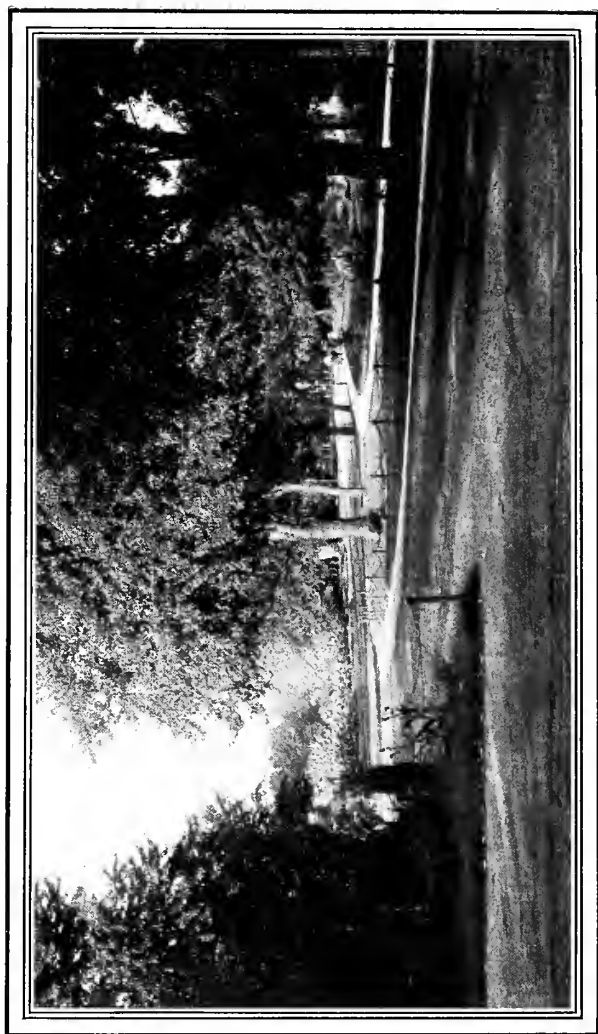
It must also be remembered that St. Louis lives in houses, not in flats. Where a flat building does occur it is built like a house, rarely, if ever, over two stories high, and each structure of such two-apart-

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IN FOREST PARK.

ment flats occupies a separate lot, like a house, with lawn and light and air on all sides of it. Each of these building lots of St. Louis takes up fifty feet of street frontage, on the average (some are forty and some are four hundred). This makes a city, with a population of 700,000 people, spread out. The street mileage in St. Louis is indeed not so very much less than that of Chicago. St. Louis' river front extends twenty miles, north and south, and it is seven miles from the river to the city's western extremity, at the widest point. This provides some excuse for imperfect streets. But this condition is being remedied fast. Many splendid streets were laid last year, and fifty more miles of thoroughfare will be laid this year.

So that, when analyzed, the chronic and universal objections to St. Louis, which, heralded afar, have created in the public mind such a poor opinion of the city, do not appear to be altogether sound. They are, upon investigation, I find, largely exaggerations—gross exaggerations and direct misrepresentations, in some instances. Outside of certain passing defects common to all cities, St. Louis has many advantages that many other cities do not possess—so many and so marked that the city is entitled to an entirely different verdict of the public opinion; to rank high, indeed, among the interesting and attractive cities of the world.

In the first place, St. Louis is (I will report the fact at length in a subsequent article) a city of rarely beautiful homes—long, rich-stretching home thoroughfares and places. It is, also, a phenomenally well arranged city, well kept, for the better part, and equipped with one of the most complete and extensive street car systems (universal transfers) in the world. It is well provided with shops and fairly

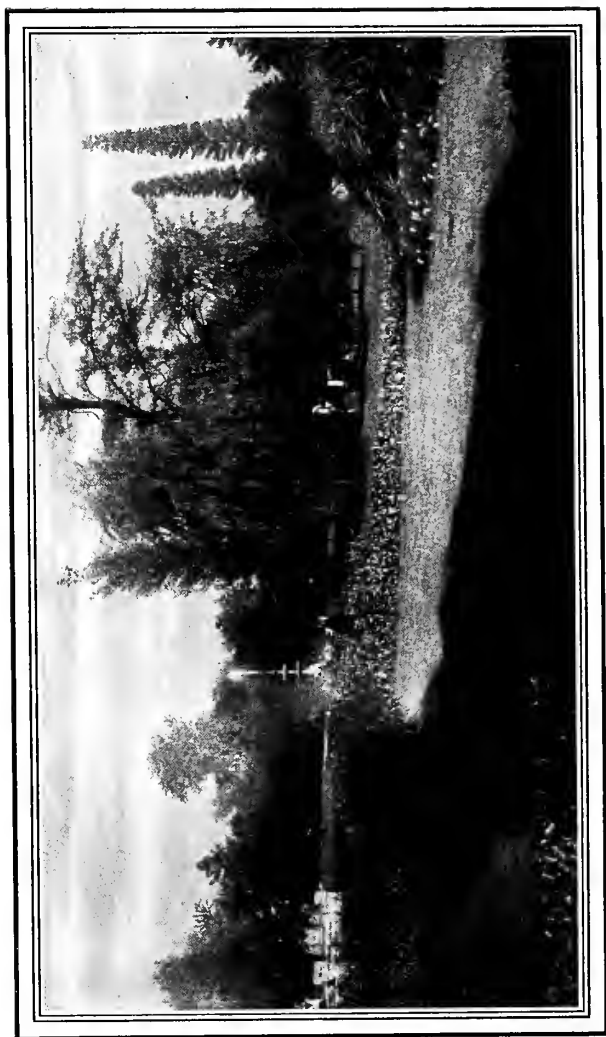
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GLIMPSE OF TOWER GROVE PARK.

well provided with hotels; new hotels are, of course, being built every day in making ready for the coming Exposition. It is well lighted, and perfectly drained and supplied with water which is healthy and abundant, and which, I am advised, a modern system of filtration will soon make crystal clear.

I have found, further, that St. Louis is a city of interesting, often pleasing architecture; that it is generously, abundantly supplied with public parks. I find it to be solidly built, as regards the material and construction of its houses, and to have the appearance, throughout and in every respect, of a city that has risen to stay. It is an interesting city, historically and in its racial suggestion, showing the record of its growth and of its constituent nationalities, in picturesque epoch marks, and characteristic localities everywhere.

St. Louis has a real Union Station, one of the greatest blessings with which a city may be endowed. This station is a splendid public palace, by far the handsomest and one of the very largest railway terminals in the country—far larger than any in Europe. The railway tracks of the city, freight and passenger, are effectively segregated, led into and through the city in excellent order and all together, along one narrow depressed strip which extends from east to west straight across the city, bridged at intervals by intersecting streets.

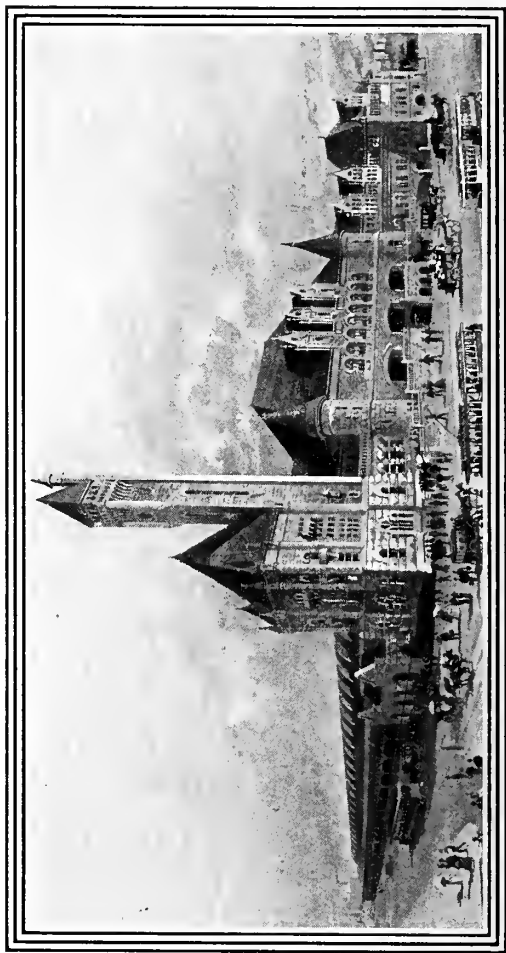
St. Louis is well supplied with amusements—one of the most important considerations in the life and organization of a city. It has numerous and first-class theaters, the most extensive and elaborate series of summer gardens in the world, besides the river, with its extensive local excursion craft and comfortable packet lines, offering possibilities of resting, refreshing water journeys (abundantly availed of) far to the north and south,

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RAILWAY UNION STATION. LARGEST AND HANDSOMEST IN THE WORLD.

Again, St. Louis is connected with the country closely. You may get on a car in the throbbing heart of St. Louis and ride twenty miles straight, and far out and away from the noise and bustle of the city. This by almost a dozen different lines, in as many separate directions. Out to lakes, rivers, country places and clubs, suburban resorts, etc.; through the rich, fresh, real country! And such a country! Those who have never seen Missouri, who have ridden in trolley cars over the flats from Buffalo to Niagara, from New York to Coney Island or from Chicago to Waukegan or Joliet, know nothing of what it means to speed through the country about St. Louis, over the various splendid electric routes which radiate there. Across the rich, high ridges, the fresh, airy cars of these lines whirl you, into the fertile valleys, by field and stream, orchard and vineyard, farmyard and meadow—through thickest forest and across deep ravine. Swiftly and far you glide, an occasional glimpse of church steeples and villages rising in the hills, while long vistas of blue, misty ridges hover close under the horizon far in the distance; the fresh breath of the countryside—the rich, sweet, dew-steeped countryside—in your nostrils, and constantly fanning your cheek!

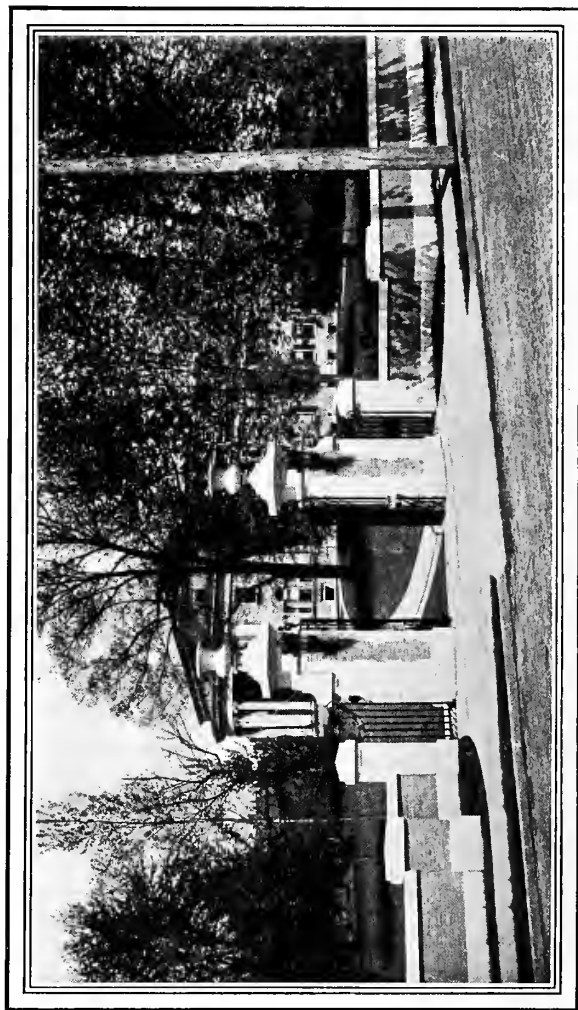
What an asset such country lines and rides are to a city! What a godsend to the poor! What a delight, what wealth for every citizen! The trips out of Washington to Cabin John Bridge, and through upper New York to Fort George, remind me a little of these St. Louis country journeys, but only a very little. If this western city were possessed of no other attraction, such direct connection with the woods, with field, orchard and meadow, lake and stream, must appeal strongly to every wholesome, healthy man.

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COLONIAL SOUTHERN PALACE; HOME OF HON. D. R. FRANCIS, PRESIDENT OF THE EXPOSITION.

The Palaces of St. Louis

BY

EDMUND S. HOCH
(NATIONAL MAGAZINE)

INSULARITY is a grievous word; it describes a grievous sin. Egotism, ignorance, final stagnation are a few of the attributes it suggests, naturally all communities and nations, as well as individuals, resent such invidious classification.

Yet, it is a fact that insularity is more common than we think, and it is more common in our own new country than we may care to admit. We readily accredit the colossal iron keys, eventide candles and bathless houses of Paris to insularity, as well as the dull newspapers, ugly walls, and grinding buses of London, and the elaborate but awfully inadequate hotels of Latin Europe; but we rarely bring the word back with us across the water. It has a place here, however. We can introduce it quite readily and pertinently, as may be demonstrated without extended investigation.

"The Palaces of St. Louis" I have designated this article. "What palaces?" I hear asked. "Palaces—where? What St. Louis? St. Louis in France? Is there such a place? Certainly it cannot be that St. Louis—our St. Louis, in Missouri—is meant. There are no palaces there!"

Yet St. Louis, in Missouri, is meant, and there are palaces in St. Louis, Missouri; indeed, a great number of charming, most beautiful palaces—many more, in fact, than in any other city in the world.

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MARBLE PALACE, FOREST PARK TERRACE,
C. S. HILLS.



ITALIAN PALACE, WESTMORELAND PLACE,
J. C. VAN BLARCOM,

Remarkable statement. I am aware that it is greeted with surprise—astonishment—unbelief, perhaps. The condition of ignorance which suggests this unbelief is, however, a result of insularity. Insularity has developed it—not individual, but what may be termed community insularity, especially superinduced by the chronic insularity of the nationally distributed periodical and illustrated press.

The incredibly little information which the cities of this country possess of each other, and the loss in progress, comfort and enjoyment to each, and therefore to the country, resulting therefrom, is a subject sufficient for a special and pertinent treatise of itself. It is certainly a fact that the loss to the country as a result of its ignorance concerning St. Louis and conditions that exist in that remarkable Western city is most marked. I say loss to the country, not to St. Louis, and I repeat this, because St. Louis has what the rest of the country and the world need and have not, and what it would benefit them much to adopt.

St. Louis has, as stated, palaces—residential palaces—of a kind that would enrich and beautify the world—as the photographs accompanying this text graphically testify—palaces with palace grounds and palace surroundings—of the like of which, in number and beauty and richness of setting, the country outside of St. Louis has little idea.

It is a fact that St. Louis has more beautiful homes than any city in the world; I may say, further, and the fact may be proved, that St. Louis has more beautiful homes than any two cities in the world; indeed, any three cities might be selected and introduced into the comparison, and St. Louis would, I believe, meet and surpass them all in the competition. Many of these homes are palaces—scores of them are, in fact—veritable palaces in every particular of richness, appointment and setting—even in size.

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A GLIMPSE OF PORTLAND PLACE.

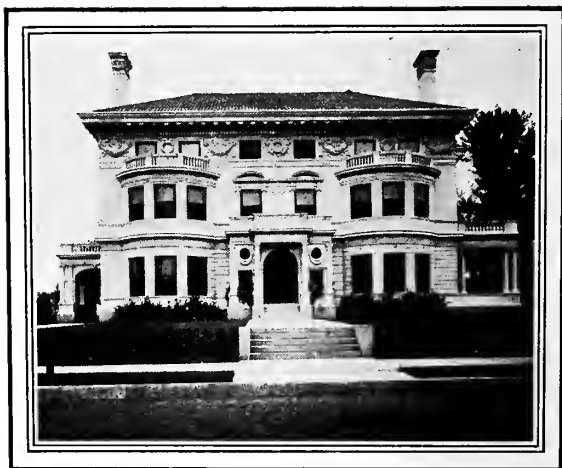
The populations of New York and Chicago have, and can have, no conception of the richness and beauty of the Missouri metropolis' homes, for they have nothing at hand with which to make a comparison. There are homes in New York, and possibly a few in Chicago, that cost as much or more than the finest homes of St. Louis. But there is none in either city that is anything like as beautiful. The splendid mansion of Mrs. Potter Palmer, in Chicago, may be provisionally cited as an exception to this statement—but only provisionally. Individually and in its immediate setting, the Palmer home ranks with the richest of St. Louis homes, but not in locality. It suffers from bad surroundings. Extraordinary relation this, when it is recalled that the Palmer mansion is located on the famous Lake Shore Drive! But the statement is quite true. The beautiful possibilities of the Lake Shore Drive, in Chicago, have been marred by the greed of land speculation, resulting in the crowding of buildings. There are blocks on the Lake Shore Drive built absolutely solid, like on Fifth Avenue, in New York, with not a blade of grass between the houses. Further, these blocks show in spots, blank, crass walls enclosing desolate lots—awaiting the insertion of other houses to hide them—that would positively rasp the eye of a St. Louisan and which utterly ruin the residence beauty of the neighborhood.

In St. Louis, for blocks and blocks, the eye is met with splendid mansions set in spacious grounds—each a complete and satisfying entity—each surrounded by stretching green lawns, fresh and sparkling under the industrious hose, diversified and enriched by luxuriant shrubs, flowers and trees. The continuation of such a neighborhood for miles creates an atmosphere, a setting for a mansion—for each mansion in such a section—that cannot possibly

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WHITE STONE PALACE, WESTMORELAND PLACE,
BYRON NUGENT.



RENAISSANCE PALACE, WASHINGTON TERRACE,
C. H. SPENCER.

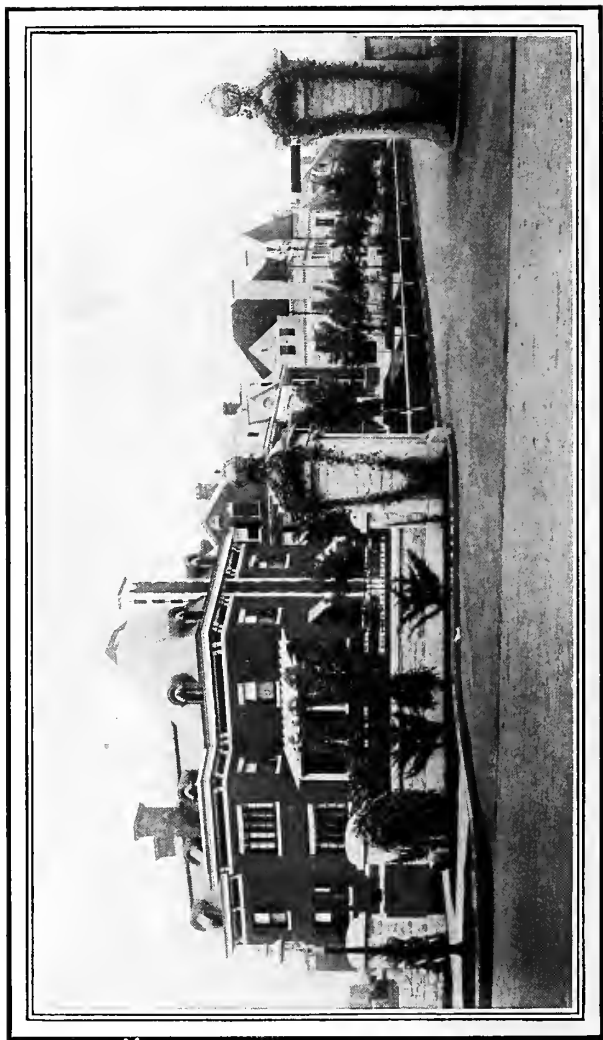
attach to an isolated house and grounds, found set between a vacant, desolate block on one side, and a solid row of frowning, irregularly placed houses on the other. St. Louis has planned for its homes—especially its palace homes—planned with a result in effect that is marvelous—that is inconceivable by those who live away from that city.

To the stranger who comes within St. Louis' gates, St. Louis' homes and home sections and home places are and will ever be a revelation. Fancy seems to have been let run riot in devising fairyland plans and fairyland surroundings for the creation, enhancing and beautifying of these establishments. Especially is this true of the St. Louis home "Places," of which there are so many in the city—the rarest residence spots that the imagination can devise or skill execute, so far are they beyond comparison with anything that exists elsewhere. These home places are, I believe, original with St. Louis. I have never seen them elsewhere, not in such number, elaboration and perfection, at least, in Europe or in America. They are constituted of specially selected residence sections, located in the richest portions of the residence districts, and enclosed within splendid portals, after the manner of a private park. They consist, generally, of an elaborate double thoroughfare about half a mile long, which embraces between its two branches a rich stretch of lawn, shrubbery, flowers and trees—a delightful park strip—the whole being lined on either side by splendid mansions, each set in the richest grounds. The portals to these residential parks are of ornate design, and are generally built of marble, granite, elaborate terra cotta, or ornamental iron. The gates remain open to all who care to drive or walk within, on tours of pleasure or inspection. A glimpse of one of these splendid places accompanies this text, which, however, offers no adequate idea of

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AN END OF HORTENSE PLACE.

the charm and magnificence of the whole. If a Chicagoan, or New Yorker, or Parisian—to say nothing of an inhabitant of London or Berlin—were to go to sleep at home and wake up in, say Portland Place or Westmoreland Place or Vandeventer Place, in St. Louis, he would, I sincerely believe, hesitate before he decided that he was not in Paradise. The extraordinary suggestion of this statement only properly intimates the indescribable beauty, ineffable charm of these home places of St. Louis.

There is one such place, in the center of the residence section of the city—Fullerton Place—a half mile double stretch of charming mansions, lawns, trees and shrubbery, facing a central avenue, enclosed with gates, as a private park, that is nothing less than an Elysium. A more ideal spot in which to have a home, quality of surroundings and neighboring houses considered, can hardly be imagined as being possible on this earth.

Washington is ordinarily considered a city of beautiful residences. It is better known, too, possibly, than any other American city, except New York, which has no beautiful homes, in the proper sense. It will undoubtedly surprise many to read the statement of the fact that St. Louis is giving up a residence section—literally abandoning it—that is equal if not superior in extent and richness of homes and thoroughfares to the whole residence section of Washington—giving it up to occupy its newer, richer quarters. Indeed, not one of the places or boulevards mentioned above as being notably attractive is included in this older, handsome section.

Paris is not in the comparison with St. Louis in this connection. I recall an incident which nicely describes the situation as between the two cities in this respect. While driving up the Champs Elysees one day some summers ago, approaching the Place

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BIRD'S-

"THE GREATEST ARCHITECTURAL PANORAMA AND MOST EXTENSIVE"



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VIEW.

AND INTERESTING EXHIBITION EVER PRESENTED TO THE WORLD."



RED GRANITE CHATEAU, WESTMORELAND PLACE,
J. T. DAVIS.



WHITE LIMESTONE CHATEAU, PORTLAND PLACE,
WILLIAM McMILLAN.

L'Etoile, my cab drew near to a carriage filled with handsome young women. "So this is the Champs Elysees," I accidentally overheard one of them exclaim, her eyes investigating the wastes of gravel and white, bleached apartment houses on either side of the splendid thoroughfare, and then—"well, give me Lindell Boulevard in St. Louis."

The remark amazed me then. But since I have seen Lindell Boulevard, I must say that I am almost ready to agree with the young lady.

Paris—its immediate environment, rather—furnishes one striking instance of suggestion of what may be seen all over the residence portions of St. Louis; that is the little, white chateau in the Bois de Boulogne, just off the Avenue des Acacias, opposite the Cafe Cascade. Who, on turning the broad curve at the cascade in the park, on the way to Long-champs or Suresne, has not been thrilled with delight as this pretty little white palace came suddenly into view, stretching out so charmingly on the grass, under the trees, at the right of the drive. The sight of this little gem of an individual house is a positive refreshment after the monotony of apartment house, lawnless Paris. The Petit Trianon in the park at Versailles, also the Grand Trianon there—but not its futile imitation, the walled-in home of the Castellanes just off the Avenue du Bois de Boulogne—are other suggestions. These are individual instances taken out of Paris and its environs—Paris the recognized beauty capital of the world—as against scores of charming specimens within the confines of St. Louis.

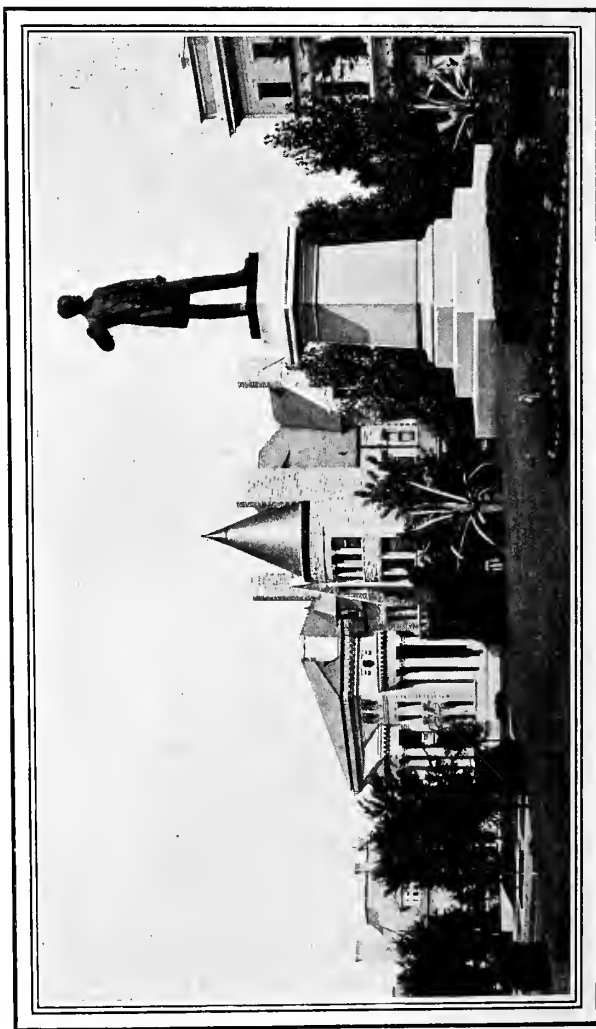
It is said (and truly) that to see a really beautiful woman (meaning woman, grace and gown) you must go to Paris. It may be just as truly said that, to see a really beautiful home—house, grounds and surroundings—you must go to St. Louis.

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FOREST PARK TERRACE.

And what, may the public think, do such homes mean to St. Louis? What does the sociologist say is and must be the result of such a situation—the presence of such a succession of splendid homes in a great city? Does it not mean much for happiness, for refinement of tastes and impulses—much for morals—for the true enjoyment and promotion of life among its citizens?

The answer to this is, Yes. The fact is witnessed in St. Louis every day. St. Louis people enjoy life in the very highest sense of its possibilities. Each of these charming abodes is a palace of wholesome delight, in winter and summer, as may be seen from the wayside. Fresh, pretty, happy, gaily dressed young women and handsome young men are visible about them all the time, on all sides—on lawns, on spreading verandas, in the splendid corridors; rich, satisfying, enjoying, healthy life shows itself everywhere. What else can such environment produce? These handsome homes inspire and nourish the desire for home and wholesome domestic happiness. And not only do they provide, or effect, this for their inmates, their fortunate possessors and inhabitants, but—and note the significance of this well—they do the same for the humbler dwellers of the city who see these beautiful homes.

The love of a beautiful home, the desire for one, is a positive passion in St. Louis, a passion that is becoming more deeply rooted and more universal in the community, every day. The poorer and middle classes of the city make regular and repeated pilgrimages through its finer residence sections. Indeed, such trips are a source of never-ending delight to them, affording the double satisfaction of the gratification of a taste for the beautiful in homes, which has been so deeply cultivated, and the con-

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VANDEVENTER PLACE PALACE,
H. C. PIERCE.



ROUGH STONE MANSION, WESTMORELAND PLACE,
A. G. COCHRAN.

temptation of pleasing possibilities in the shape of handsome future abodes of their own.

These possibilities, too, are being made into realities, every day. The palatial homes of St. Louis have their more modest counterparts in every section of the city, the happy possession of every grade of citizenship, from the upper middle class down to the hardest working mechanic. St. Louis is a city of homes—more, even, than Philadelphia, in proportion to population, the home city of America.

Sociologists may note this and ponder what such a condition means, in activity, ambition, stability and morals, in a community. In Chicago and New York and Paris no such desire for homes exists. Poll the population of each city, and ninety per cent will return the verdict that to hope to own an attractive home in these communities is futile, and that, even if it were not so, investment of accumulated earnings in such manner would be imprudent, in consideration of the exigencies and uncertainties of metropolitan life. The population of these cities are confirmed converts to the flat—that social cancer which is gnawing at the very core of society. They have no hope for anything but a transient abiding place.

Again, these handsome boulevards and splendid residence "Places" of St. Louis form an adjunct and a most delightful and effective adjunct to the city's system of parks. They offer all of the fresh air and green beauty of the parks, in addition to rare architectural and artistic beauty, and that separate, special personality which attaches to each home, and that human interest which is at the bottom of all interest and zest in life. The builders of these homes, and the creators of these rare home "Places" yield, therefore, all these things considered, a direct and material as well as an indirect and moral service to the community. They are entitled for such service—these

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BERLIN AVENUE MANSIONS.

representative citizens of St. Louis—to credit before the world; credit for doing a great—a really great and beneficial thing.

As a reward for their splendid work, for this excellent service to the community and society, I predict that when the denizens of the various parts of the world come to St. Louis in 1904, they will go away with one of two well-defined conclusions, viz., either to endeavor to make their own environment like unto that of St. Louis, or to arrange their affairs so that they may take up their habitation in a city where such splendid things exist and transpire.

Recently, I read the plea of a so-called cosmopolite, published in one of the magazines, deploring the open treatment of American homes and home premises, and recommending and predicting the introduction of the ugly wall of Europe, shutting all residence grounds in from the street—the same wall that makes the famous Faubourg St. Honore in Paris into the semblance of an alley. St. Louis stands, and its home builders stand as an emphatic and everlasting protest against this selfish custom of Europe. If the example of this southwestern metropolis does nothing more than prevent the possibility of this corroding innovation, which it will do effectually, I believe, as a result of the lessons of real home beauty it will teach to the visiting multitude which will come to inspect its great exposition during 1904, it will deserve, and its citizens will deserve, the everlasting gratitude of society.

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THE BUILDERS OF THE EXPOSITION.

PRESIDENT DAVID R. FRANCIS.

FREDERICK J. V. SKIFF,
DIRECTOR OF EXHIBITS.

WALTER B. STEVENS,
DIRECTOR OF EXPLOITATION

ISAAC S. TAYLOR,
DIRECTOR OF WORKS.

NORRIS B. GREGG,
DIRECTOR OF CONCESSIONS AND ADMISSIONS.

A \$50,000,000 Exposition

BY

EDMUND S. HOCH
(NATIONAL MAGAZINE)

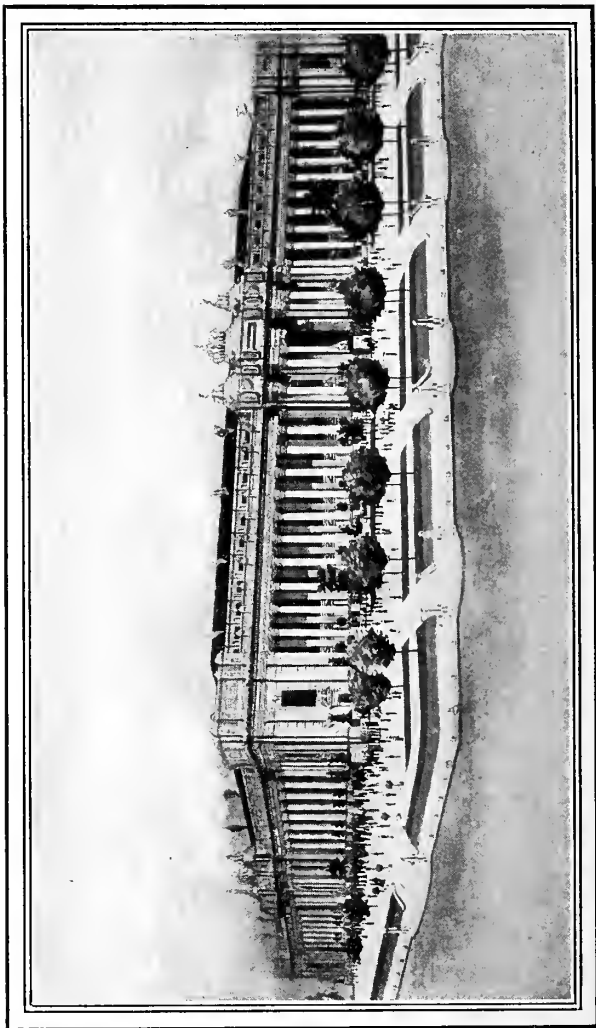
THE honor of holding the first Universal Exposition of the twentieth century has been officially accorded by the Government of the United States to the City of St. Louis. On March 3, 1901, Congress passed an Act authorizing that a Universal Exposition be held in St. Louis in commemoration of the acquisition of the Louisiana Territory, and in August of the same year President McKinley issued a proclamation, inviting all nations to join in this Exposition, and there show to the world their resources and their achievements in the arts and sciences—the whole to present a full and correct exposition of the progress of the world, and particularly of the performances of modern society.

Of all the great Expositions of the past decades, this Universal Exposition being prepared in St. Louis for 1904 has inaugurated its work under the most favorable auspices. It is at present calculated that more than \$50,000,000 will be spent on this Exposition—by the Exposition Company, by the Government, by the States, by foreign nations, by exhibitors, and by concessionaires. In addition to the \$18,000,000 already appropriated—\$5,000,000 by the citizens of St. Louis, \$5,000,000 by the city, \$1,000,000 by the State, and approximately \$7,000,000 by the National Government—there will be at least \$10,000,000 (as at Chicago) taken from the gate receipts and con-

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PALACE OF EDUCATION.

cessions revenue and applied to perfecting and beautifying the Exposition. To this add another \$10,000,000, which will be required and used by participating governments, \$8,000,000 by the States and territories of this country, and \$10,000,000 by the exhibitors of the Exposition, and you have \$56,000,000 already applied in making this colossal Exposition, without having touched the millions that will be spent by promoters of amusement, entertainment, refreshment, and other extensive features of the Exposition.

Consider what this will mean for the public in the way of a world's exhibition to visit and inspect, study and delight in! Especially in view of the phenomenal progress the world has made within ten years—and when it is remembered that the creation and conduct of the splendid Columbian Exposition at Chicago involved a total outlay of less than half that amount. It is known, further, that experience in exposition building renders it possible to make four dollars yield almost as much to-day in such work and construction as was gotten out of five dollars in 1893.

The government appropriation for the St. Louis Exposition \$5,000,000 outright, (not including the amount—approaching \$2,000,000—for the federal and colonial exhibits) is twice the amount of the government appropriation for the Chicago Fair, viz., \$2,500,000.

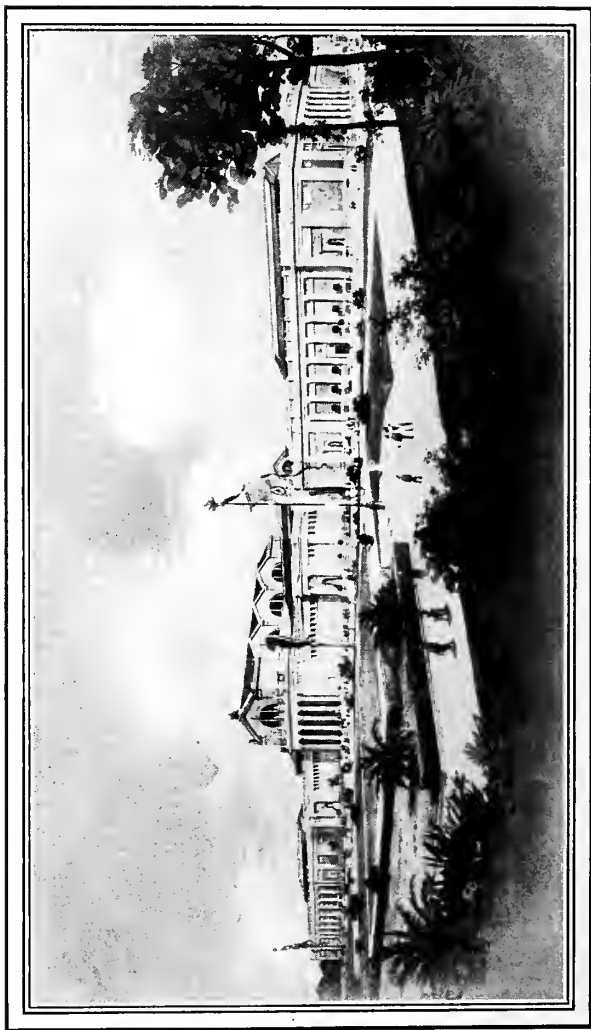
These remarkable facts predicate that the St. Louis Exposition will be of almost double the elaboration, importance and interest offered to the world at the Columbian Exposition of 1893. Incredible as this extravagant statement may seem, analysis proves it to be true. In physical extent, the St. Louis Exposition certainly will be almost double that of Chicago, which was the largest theretofore presented to the world. The site selected for this latest Exposition embraces, in all, 1,240 acres. This is twice as much ground as

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PALACE OF ART.

was included in the site of the Chicago Exposition (650 acres) There will be fourteen splendid exhibit palaces at the St. Louis Exposition, almost every one of which will be larger than any one of the eight main buildings of the Columbian Exposition, with the exception of that devoted to Manufactures and Liberal Arts at Chicago. In all, the building area at St. Louis will approach 250 acres—which is almost double that employed at Chicago in 1893.

Any one of the principal exhibit palaces at St. Louis will cover virtually as much space as was occupied by all of the exhibit buildings of the Pan-American Exposition.

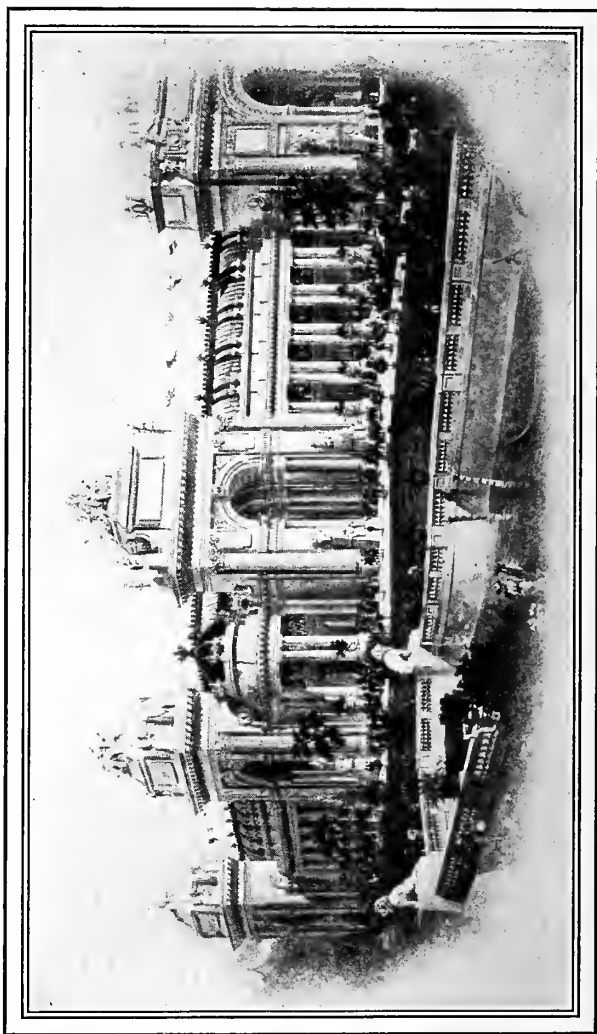
The site of the Exposition embraces a section of famous Forest Park and adjacent territory, located at the west boundary of St. Louis—forty minutes' ride from the business center of the city. The character of this site could hardly be more desirable. It offers variety of surface, and rare perspective in abundance. Splendid stretches of level are flanked by rising slopes and commanding crests and plateaus, which yield an opportunity for the art of the designer and architect unapproached at any other Exposition in the world.

These natural advantages of site as well as the liberal provision of funds are being well availed of by the busy builders of the Exposition. Each of the executive working divisions has called to its aid in preparing and perfecting its great work the experts of the world. In the Division of Works, designers and architects of international standing and achievement have been chosen to create buildings and grounds, which in detail and ensemble will be a surprise and delight to the citizens of all nations, far surpassing any heretofore offered for public inspection and appreciation. Indeed one cannot too much dwell upon the beauty and magnificent extent of the

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PALACE OF LIBERAL ARTS.

picture of palaces and landscape, including rare water effects and rich effects of light, that is being prepared in St. Louis for the world in 1904. It will far surpass anything heretofore presented or conceived.

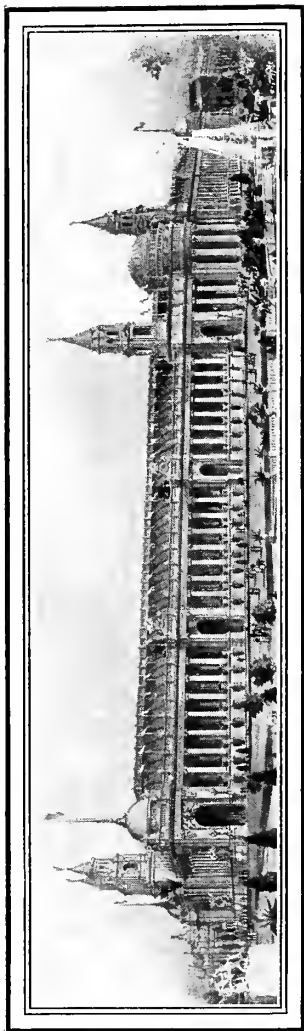
The main section of the Exposition will present a double tier of splendid exhibit palaces, eight in number, grouped in fan shape about the circling end and sloping sides of a natural promontory, which rises in the center of the site, and upon the crest of which rests the magnificent Art Palace. This principal semi-circular group of imposing white palaces is penetrated by four broad avenues, three leading out in diverging directions from the foot of the hill, forming the ribs of the fan—the central one of which is a broad, magnificent thoroughfare, the Grand Court of the Exposition—and one handsome transverse avenue, which passes between the double tier of buildings, following the formation of the encircling group. The sloping front of the promontory offers natural opportunities for decoration, which have been marvelously availed of. Its point, up to the foot of which leads the imposing Grand Court, has been cut into a concave, gradually descending slope, into which formation has been set an elaborate series of cascades and gardens, crowned by a rich extended semi-circular colonnade. This colonnade is a quarter of a mile in encircling length, which will give an idea of the extent of the gardens. It is studded with statues of the Louisiana Purchase States, and emphasized in the center and at the ends by rarely ornate domed structures, in the height of French renaissance, the central one of which is to be the exquisitely beautiful Festival Hall of the Exposition. From the bases of these rare pavilions, the ornately set cascades descend, the broad main cascade, debouching from a monumental fountain at the

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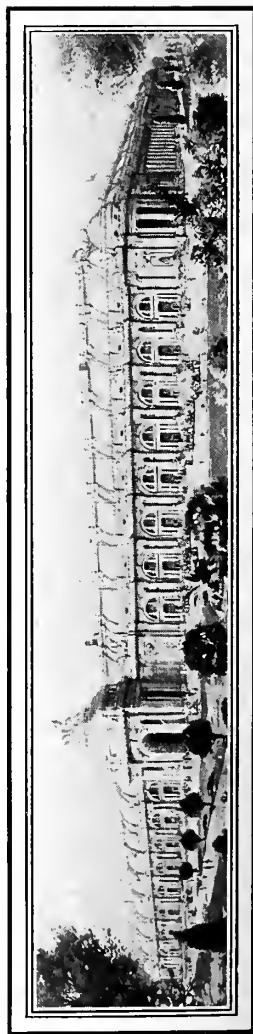
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VARIED INDUSTRIES.



MANUFACTURES.

PALACES OF VARIED INDUSTRIES AND MANUFACTURES.

foot of Festival Hall. At the foot of the Gardens is an immense basin, into which the cascades flow. This circular basin extends into a broad lagoon, which in turn penetrates, under graceful bridges, and around the white exhibit palaces, the avenues of the Exposition.

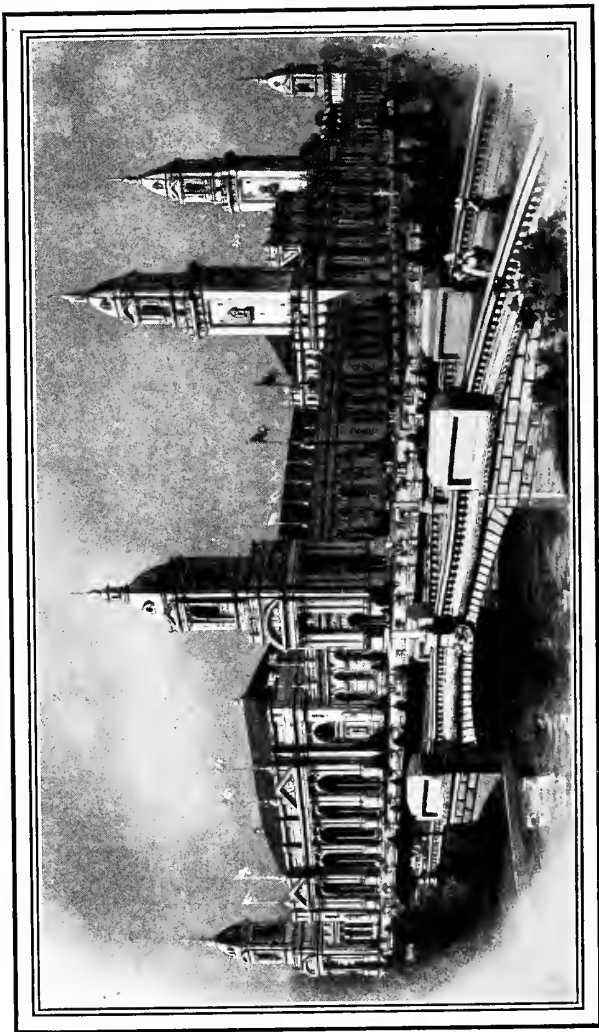
The details of this cascade arrangement, cascade crescent it might be better called, the ornate treatment of the cascades proper, the fountains, the terraces, the sloping gardens, the picturesque paths leading up and down along the water run-ways, the rich crowning colonnade with its domed setting, form the most beautiful picture of architecture, flowing water, and refreshing, flower set, grass carpeted landscape that man has ever wrought upon the face of the earth. At night, when the vari-colored, soft and beautiful effects of light are turned into the water of the cascades, and upon the gardens of this rarely beautiful crescent, and reflected in the broad basin and extending lagoons below, and repeated upon the graceful white colonnade, statues and pavilions overlooking, and the imposing white palaces about, the effect of this rare creation will be really beyond the imagination to contemplate. The public has no idea of what is in store for it in the perfection of this rare picture, this beautiful gem, this truly magnificent "clou" of the Exposition. The memory of it will live long in the generation which beholds it, and it will be a fabled tradition among generations to come.

In the Division of Exhibits, experts have been secured as heads of the numerous and complex departments which constitute a great universal Exposition. The word universal in this connection should be emphasized. An idea exists in certain quarters that the Louisiana Purchase Exposition of 1904 is to be a local, sectional enterprise and event, this suggestion

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PALACE OF MACHINERY.

having been taken, likely, from the name of the Exposition. Nothing could be wider of the truth. The St. Louis Exposition is to be an international, universal Exposition, of the most extensive scope, and complete organization ever planned or assembled. As states Mr. Frederick J. V. Skiff, Director of the Division of Exhibits, "it will constitute a complete encyclopedia of society, containing in highly specialized array a thorough collection of society's words and works. It will present a sequential synopsis of man's development, or rather of the developments that have marked man's progress."

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Every nation of the world has been invited to participate in this Exposition, and already forty-five have officially accepted this invitation, including Great Britain, France, Germany, Austria, Russia, Italy, Spain, China and Japan, which have made appropriations and appointed Commissioners-General to direct their representations. Favorable responses will shortly be received from the few countries not yet heard from, all now having the question under favorable consideration. The recent trip of the President of the Exposition to Europe, which created such enthusiasm in the leading countries there, has brought definite assurance of a complete and representative foreign participation.

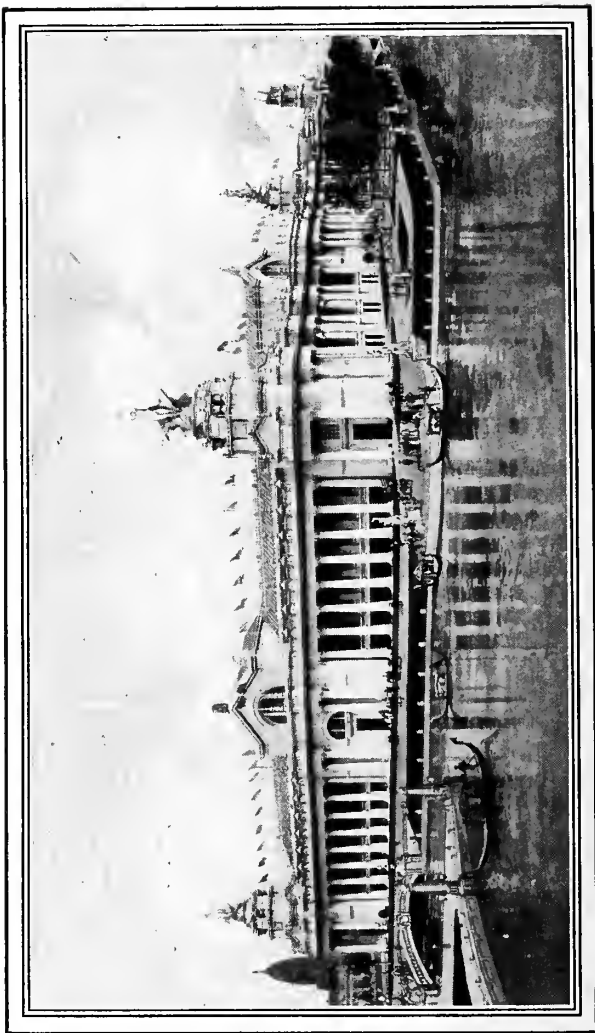
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The States and Territories of the Union have come forward with even greater alacrity. Forty-six commonwealths have already responded to the invitation of the Exposition, with a total appropriation for their representation of considerably over \$8,000,000, and most of these States (forty-three) have been awarded sites for State Buildings. The roster of participating States will be completed during the present year.

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The St. Louis Exposition is especially to be an Exposition of interest—of attraction—in its exhibit



PALACE OF ELECTRICITY.

features. The remarkable advancement made in every line of invention and of scientific and industrial achievement and endeavor since the Chicago Exposition, provides a field of marvels for exhibition at St. Louis, which will make this Exposition undoubtedly the most remarkable and interesting array of social activity and achievement ever presented to the world.

Further—and this is a no less pertinent fact in the situation—never before has such intelligence, such organization, such expert ability, and such energy been applied to the selection and collection of exhibits for an international exposition. The matter of creating expositions has come to be a profession; it is a service that has developed many experts. Paris and Chicago have been experiment stations, as it were, training schools from which have graduated capable specialists in all lines of exposition work. From these the best have been selected for the important duty of assembling the exhibits at St. Louis.

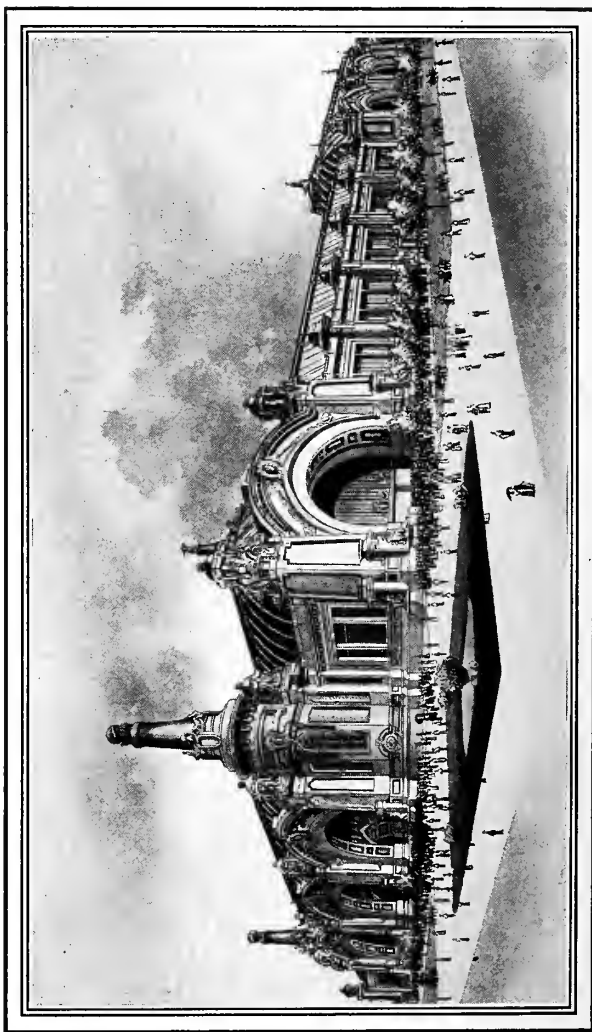
A feature of striking interest and of radical significance will be the great international aerostatic tournament. Air-ships will compete at St. Louis in 1904 to a definite end under expert direction. Two hundred thousand dollars have been set aside by the Exposition management, to be devoted to this tournament, for prizes, etc., of which one hundred thousand dollars is offered as a single grand prize for the most successful dirigible air vehicle. These aerostatic tests will be the central object of interest to all civilized nations in the summer of next year, and will permanently mark St. Louis and its Exposition in the history of the world. They will undoubtedly draw an unprecedented attendance to the Exposition. Santos Dumont and other leading aeronauts will take part in the tournament.

The marvelous progress made in the application of electricity and in the perfection of electrical devices

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PALACE OF TRANSPORTATION.

presenting the fascinating variety and detail of advancement in this world-changing science, will be shown, including wireless telegraphy. The largest wireless telegraphy station in the world will be installed upon the Exposition grounds, from which commercial messages will be sent to many of the large Western cities. Systems of wireless telephony will be in operation, and an opportunity will be afforded visitors to test the same.

The famous Olympic Games will constitute another remarkable attraction of this Exposition, as, by a ruling of the International Committee in charge of these games, they are to be held in St. Louis in 1904 in connection with the Exposition Department of Physical Culture. The athletic features, generally, will be extraordinary. A most liberal appropriation has been made by the management for this purpose.

Music will surpass all precedents at St. Louis in 1904. Four hundred and fifty thousand dollars will be spent for musical features and entertainments. There will be bands of all nations, which, upon occasion, will be assembled into one great band of 2,000 pieces. Sousa will play, as will the famous La Garde Republicaine Band of Paris—the most capable and extensive band organization in the world—the famous Grenadier Band of London, and the Imperial Band of Berlin. Choral concerts with thousands of voices will be rendered. An organ with 140 stops—the greatest in the world—will add to the volume and variety of melody.

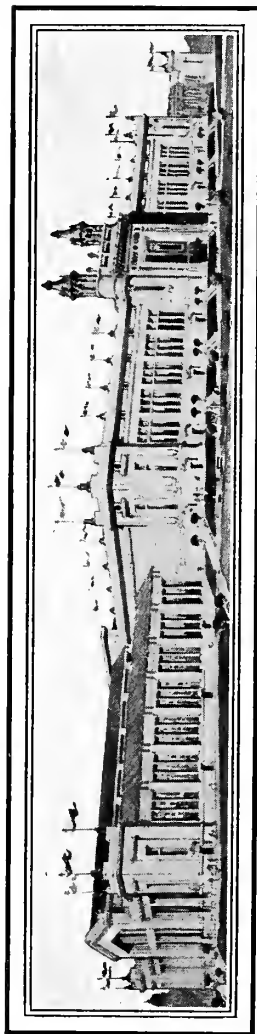
In the Anthropological Exhibit will be gathered people from all parts of the world, with representations of human life and industry from all the strange races, including far-away aborigines, tree-dwelling and other unique tribes. In this exhibit will be included a score of different villages, designed for scientific

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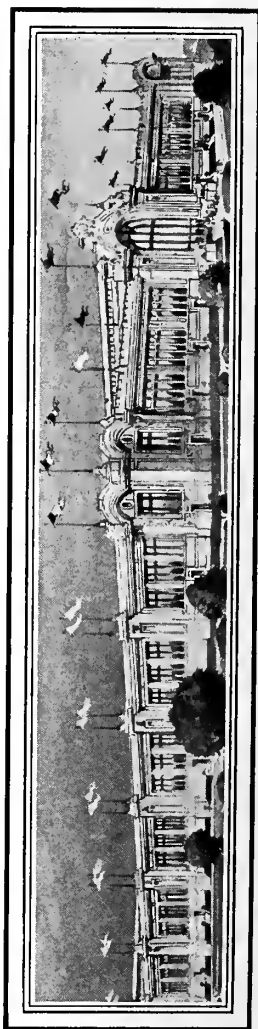
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HORTICULTURE.



AGRICULTURE.

demonstration, and conducted under the personal supervision of one of the well-known ethnological scientists of the United States. In this distinguished contribution to the Exposition the participation of the government of the Philippine Islands will furnish a most attractive and instructive exhibit.

Intramural, unirail and automobile transportation will be provided, not only on fixed lines around the grounds, but about, among and in the buildings. A remarkably elaborate exhibit showing every style and size of automobiles will be made. Automobile service from all parts of the city, straight to and through the grounds will be provided. Auto-chairs of simple control will be available by visitors in the grounds and buildings for more minute inspection.

In the presentation of manufactured products, operating exhibits will be shown. The beautiful Exhibit Palaces will not contain the array of still life offered at Paris and Chicago. Life, color, motion, variety, are to be the chief characteristics of the exhibits of this St. Louis Exposition. Demonstrations of interesting processes of production and manufactures will be the rule in connection with all the departments of Exhibits. The article to be shown will be presented not alone, but in juxtaposition with the illustration of its evolution. Its passage from the crude through all stages and processes to the finished state, the transformation of raw material into the available, marketable, finished product, will be exemplified. This is a departure that will certainly be most welcome to the public, and will add infinitely to the attraction and educational value of the Exposition.

A series of World's Congresses will be held under control of the great intellects of the country, and made up of the experience and wisdom of the world, culminating in one great general Congress of one hundred sections which will be, in fact, as Emperor

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PALACE OF FORESTRY, FISH AND GAME.

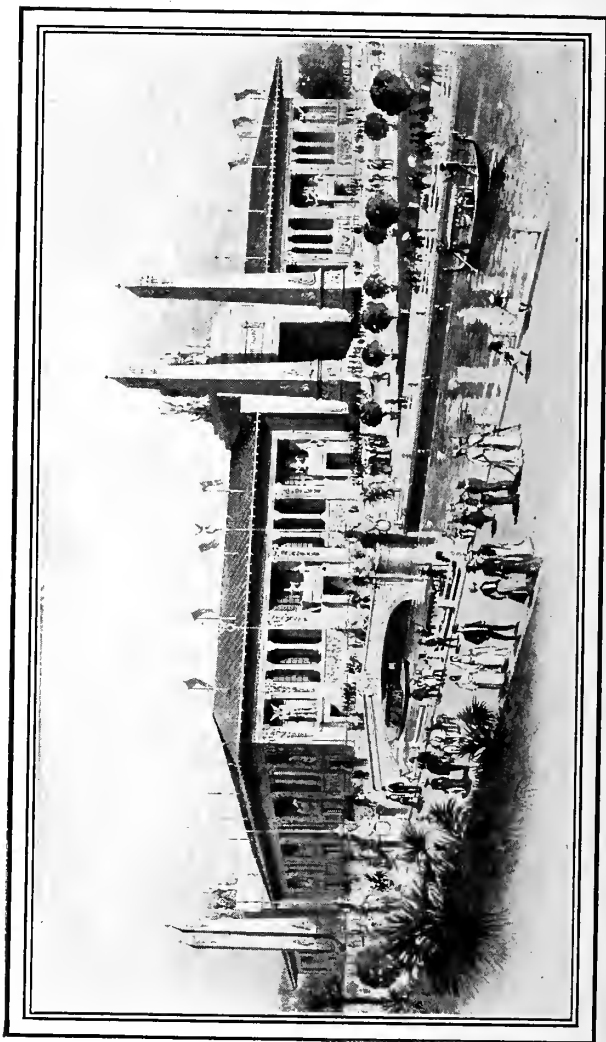
William has described it, a "World's University." These Congresses will constitute, to quote Mr. Skiff, Director of Exhibits, "the academic accompaniment of the Exposition. In them the great minds of the world will unite in fixing the thought of the epoch. While the exhibit of material things will establish the condition of our productiveness, these Congresses will traverse the intellectual courses through which this yield has come, and from these reflections will point the way to achievement yet to be recorded."

Under the direction of the Division of Concessions some phenomenal amusement and entertainment attractions are being prepared for the Exposition. In this department a remarkable advance will be shown over Chicago. Indeed, almost ten times as much money will be spent in St. Louis in preparing entertainment features as was expended at the Columbian Exposition of 1893. At Chicago the most elaborate attraction, and that which involved the greatest money outlay in its creation, outside of the Ferris wheel, was the "Streets of Cairo." This feature of the famous midway represented an investment of something like \$125,000. At St. Louis there will be at least a dozen entertainment attractions which will cost more than this. The Ferris Wheel will be one of them. The Holy City, Jerusalem, is to be reproduced at St. Louis, at a cost of a little less than \$1,000,000. The Tyrolean Alps, another splendid variety feature at St. Louis to be constructed on a scale even more elaborate than the Swiss Village at Paris—(the most attractive entertainment feature of that Exposition)—will cost over half a million. St. Louis will have a "Streets of Cairo" at an outlay twice or three times as great as produced the "Streets of Cairo" at Chicago; it will have a submarine boat and an airship, both of which

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PALACE OF MINES AND METALLURGY.

will carry passengers, and it will have, at a heavy expenditure, a bit of quaintest Spain, entitled "In Old Seville." Altogether the amusement section of the Exposition will be beyond anything heretofore imagined in such connection. It will, indeed, constitute a most substantial and representative element of the Exposition. No fakes will be permitted as at Chicago and Paris. Every attraction will be fully worth the money paid by the public to see it. This provision has been and is the cardinal principal of the Amusement Division of the Exposition in awarding amusement privileges. It has been demanded that all attractions be really and extraordinarily novel and meritorious, and none other than this has been given space by the Exposition authorities. Concession street in St. Louis, "The Pike," as it is to be called, will be a landmark in Exposition entertainment.

Such is the record and promise of the St. Louis Exposition. I wish to set myself down here as saying that it will be the most remarkable exhibition, regarded either as a rare architectural panorama or as a classified compendium of the world's achievements that has ever been created and assembled, and I have seen and have carefully inspected the expositions of both Paris and Chicago. I consider that every citizen of this country of sufficient age to travel and understand should see this Exposition, no matter what the cost, as besides being the greatest, it will possibly be the last of its kind.

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Unparalleled.

“**T**HE remarkable advancement made in every line of invention and of scientific and industrial achievement and endeavor since the Chicago Exposition, provides a field of marvels for exhibition at St. Louis which will make its Exposition undoubtedly the most remarkable and interesting array of social activity and achievement ever presented to the world. Further—and this is a no less pertinent fact in the situation—never before has such intelligence, such organization, such expert ability and such energy been applied to the selection and collection of exhibits for an international exposition. The matter of creating expositions has come to be a profession; it is a service that has developed many experts. Paris and Chicago have been experiment stations, as it were, training schools, from which have graduated capable specialists in all lines of exposition work. From these the best have been selected for the important duty of assembling the exhibits at St. Louis.”



"It is a fact that St. Louis has more beautiful homes than any city in the world; I may say, further, and the fact may be proved, that St. Louis has more beautiful homes than any two cities in the world; indeed, any three cities might be selected and introduced into the comparison, and St. Louis would, I believe, meet and surpass them all in the competition."

ST. LOUIS and Its EXPOSITION

"It is said (and true) that to see a really beautiful woman (meaning woman, grace and go) you must go to Paris. It may be almost as truly said that to see a really beautiful home — home grounds and surroundings — you must go to St. Louis."